Science
JAN 13 1947

TEXAS LIBRARIES

ISSUED MONTHLY BY THE TEXAS STATE LIBRARY, STATE CAPITOL, AUSTIN

TEXAS LIBRARY AND HISTORICAL COMMISSION: GOVERNING BOARD OF THE TEXAS STATE LIBRARY
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ADELE MITCHELL, LOAN ASSISTANT.

Volume 11 January, 1947 Number 11

COMMITTEE APPROVES INCREASE IN BUDGET OF STATE LIBRARY COMMISSION

— $140,180 —

On December 10 the Pre-Session Budget Committee approved by a vote of 7-6 an annual budget of $140,180 for the State Library Commission during 1947-49. The largest increases were allowed in the funds for the establishment of county and regional libraries and for their maintenance. This budget will enable new counties to establish libraries and will allow those counties already operating libraries funds for more and better service.

The splendid work that has been done in the county and regional libraries resulted in this increase . . . We need to continue our work to acquaint our legislators with the library needs.

SEE YOUR LEGISLATOR NOW AND URGE OTHERS TO TALK TO HIM

From a news release of the Arkansas State Library Commission

NOW LET'S LOOK AT TEXAS

Texas Library and Historical Commission requested	But	State Board of Control recommended ONLY
$99,900	1947-48	$72,756
99,900	1948-49	74,656

Funds to establish a demonstration library unit for service throughout the State were requested. The Board of Control eliminated the item.

To increase the State Library staff to the minimum strength for effective service, twelve new positions were requested. The Board of Control eliminated seven.

A request for $20,000 (1947-48) and $22,000 (1948-49) was made for books, binding, microfilm, and acquisition of related materials. The Board of Control reduced the amount to $15,000 and $16,000, respectively.

Since the requested appropriations were based on the minimum needed to operate the State Library in accordance with the mandate of Texas library law, elimination or reduction of any item will prevent the Library from carrying out effectively its required functions.

If the State Library is to acquire the books and related material necessary to meet the demands made upon it by legislators, State departments, groups, and individuals, then the minimum amount requested is essential.

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FORT WORTH WINS! Of 21 city charter amendments approved by Fort Worth voters on December 17, three concerning the Public Library lead all the rest. The amendment raising the tax levy from three to five cents on the $100 tax valuation received the largest vote: 2,935 "for" and 1,578 "against."

These results are proof of the public realization of the values inherent in good library service, a tribute to Harry Peterson and his staff, and evidence of the effectiveness of the excellent publicity campaign.

Harry Peterson and Joseph Ibbotson, as a result of their successful campaigns for increased tax support, made strong medicine for the cause of adequate library service in Texas.

COPIES OF OPINION ON PROXY MARRIAGE AVAILABLE An opinion on the "validity of a ceremonial marriage performed by 'proxy' under a power of attorney" has been handed down by the Attorney General.

Copies may be obtained from the Attorney General's Office, State Capitol, Austin, Texas.

"LIBRARY PUBLIC RELATIONS SERVICE" NOW AVAILABLE A "Library Public Relations Service," whereby your library can have for your own benefit the years of experience and professional skill of specialists in the field of community public relations, is now available on a subscription basis at nominal cost.

Organized at the request of and in cooperation with the American Library Association, the service is applicable to public or college libraries and library associations and groups throughout the country.

The prospectus states that "in subscribing to Library Public Relations Service, you not only buy a detailed knowledge of public relations methods, techniques, and activities as applied specifically to the local library; you also help make it possible for all libraries to benefit from a planned program, starting at the community level, which is aimed to bring national recognition to important aspects of the library institution and profession."

A copy of the prospectus will be mailed to interested libraries upon request to Library Public Relations Service, 135 South La Salle Street, Chicago 3, Illinois.

HOW EL PASO DOES IT
By Helen Farrington,
Librarian,
El Paso Public Library

Our first contacts with the press in El Paso were those usual happy interviews the new city librarian always has, but the incident that gave us the cue to future publicity was a 'phone call from one of the women reporters — "Hello, Helen, what's new at the Library — got a story for us?" That grand Southwest friendliness and informality gave us courage to visit both papers, where we were introduced to the various editors and reporters (and not, you may be sure, as one descending from an ivory tower). We discovered the type of copy each newspaper wanted, and we of course gave the editors freedom to edit and headline it as they saw fit. Similar contacts were made with the Labor paper and the Spanish papers.

As an agency in the Central Council of Social Agencies and as a member of the Chamber of Commerce (the librarian is a member of the Woman's Department), the Library follows closely the activities of the various groups and organizations in the city. Many of our displays and book lists advertise these activities and as a result are good newspaper publicity — Know El Paso Week, International Mining Day, The Sun Carnival, Social Hygiene and Mental Hygiene Institutes, The El

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Paso Tuberculosis Association, City Financing and Planning.

Directly after the Lena-the-Hyena national contest, the Library displayed the local contest rejects with books on drawing and cartooning. There has never been a more popular teen-age display. When we took it down, public demand made us put up a second showing. The mental hygiene books and pamphlets were on display at the same time as an antidote for "Lena."

Exhibits in the Library of Tom Lea's magnificent war paintings, Urbice Solar's fine sculpture, and Carl Hertzog's beautifully designed and printed books have given us front-page publicity with pictures.

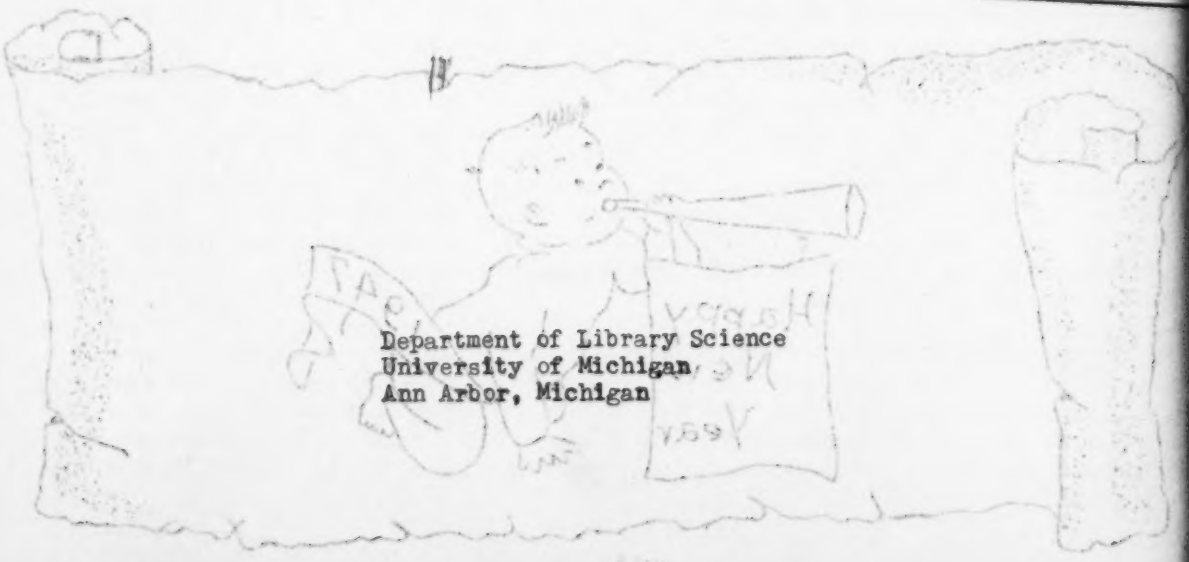
The Library's annual book and flower show, where flower arrangements symbolize books, always rates good publicity because the public participates.

One day in a giddy mood we wrote an item for GADABOUT, a society column in one of the El Paso papers, and sent it to the society editor: "If you're interested in what the well-dressed man is wearing these days — and who isn't now that they are out of uniform? — the Library is the place to catch up on masculine modes. For instance, Mort Stewart, very Esquire-ish in gray tweeds, dropped in the other day to take out the current third-best seller, "Forever Amber." Edwin Burtis, whose anthology of dog poems is soon to be published by Crowell, came in to look up Nils Hogner, who is illustrating the book. Mr. Burtis was sartorially elegant in blue suit, striped blue-and-white shirt, and handsome tie. Professor L.D. Moses of the College of Mines, while browsing in the sociology section, was sporting one of the ten neckties he bought himself for Christmas. Floyd Smith, one of El Paso's ace insurance men, was seen mooning over a book of horse pictures. It's a photofinish in Floyd's affections between his lurvely, blue, trick overcoat, the lining of which zips in and out at will, and horses."

The "man-bites-dog" angle of featuring men's clothes on the society page, usually devoted to Mrs. So and So's beautiful gown, appealed to both the society editor and the editor himself, and we were asked to contribute more of the same copy.

Getting newspaper publicity for the Library all boils down to friendly, human contacts with the staffs (let them tell you!) and expressed appreciation of what they do for you, keying publicity to the interests and activities of the community, and making the most of all local talent.

TEXAS STATE LIBRARY
Austin, Texas



Department of Library Science
University of Michigan
Ann Arbor, Michigan